

### REMARKS

Claims 30-32 and 39-41 remain in the application. Claims 30 and 40 have been amended, and claims 1-29 and 33-38 have been canceled.

Claims 25 and 27 stand rejected under 35 U.S.C. §102(b) by Martin (U.S. Patent No. 2,663,964). Applicant respectfully submits the foregoing rejection is now moot in view of the cancellation of claims 25 and 27.

Claim 28 stands rejected under 35 U.S.C. §103(b) by Martin (U.S. Patent No. 2,663,964). Applicant respectfully submits the foregoing rejection is now moot in view of the cancellation of claim 28.

Claim 30 stands rejected under 35 U.S.C. §103(b) by Martin (U.S. Patent No. 2,663,964). Responsive thereto, Applicant has amended claim 30 to recite a sleeve coupled with the tail of the lure to provide an aperture at the tail, wherein a fishing line passes through the sleeve thereby securing the fishing line at the tail. Applicant has amended claim 30 to more clearly recite the purpose of the sleeve. The tail of the lure does not include an aperture; consequently, the sleeve is coupled with the tail to provide an aperture through which the fishing line may pass. Applicant accordingly respectfully submits Martin does not render claim 30 obvious because Martin already includes an opening 9 in the tail of the lure and therefore does not require a sleeve to provide such an aperture. Applicant further respectfully submits the Examiner's assertion that the addition of a sleeve to the Martin lure would be obvious since it is well known to use sleeves in guiding shafts through apertures no longer applies because claim 30 as amended includes the sleeve to provide an aperture where one does not exist and not merely for protecting an existing aperture. Applicant thus respectfully submits amended claim 30 is patentable over Martin because there is absolutely no reason to include a sleeve in the Martin lure to provide an aperture

through which a fishing line may pass as the Martin lure already includes an opening 9 for the purpose of passing a leader 8 therethrough.

Claims 31 and 39 stand rejected under 35 U.S.C. §103(b) by Martin (U.S. Patent No. 2,663,964). Applicant respectfully traverses the above-recited rejection with respect to claims 31 and 39 based upon the preceding arguments regarding claim 30 and the dependence of claims 31 and 39 therefrom.

Claims 40 and 41 stand rejected under 35 U.S.C. §103(a) by Martin (U.S. Patent No. 2,770,063) or Martin (U.S. Patent No. 2,663,964). Responsive thereto, Applicant has amended claim 40 to recite coupling a sleeve coupled with the tail of the lure thereby provide an aperture at the tail and passing a fishing line passes through the sleeve thereby securing the fishing line at the tail. Applicant has amended claim 40 to more clearly recite the purpose of the sleeve. The tail of the lure does not include an aperture; consequently, coupling the sleeve with the tail provides an aperture through which the fishing line may pass. Applicant accordingly respectfully submits neither Martin reference renders claims 40 and 41 obvious because both Martin lures already include an opening 9 and 18, respectively, in their tails and therefore do not require a sleeve to provide such an aperture. Applicant further respectfully submits the Examiner's assertion that the addition of a sleeve to the Martin lures would be obvious since it is well known to use sleeves in guiding shafts through apertures no longer applies because claim 40 as amended includes the sleeve to provide an aperture where one does not exist and not merely for protecting an existing aperture. Applicant thus respectfully submits amended claims 40 and 41 are patentable over both Martin references because there is absolutely no reason to include a sleeve in the Martin lures to provide an aperture through which a fishing line may pass as the Martin lures already include an opening 9 and 18, respectively, for the purpose of passing a leader 8 and 17, respectively,

therethrough.

The prior art made of record has been reviewed by Applicant and is deemed not to anticipate nor render obvious the claimed invention.

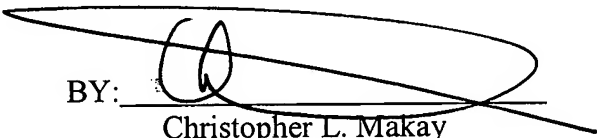
In view of the foregoing, Applicant respectfully requests reconsideration of the rejected claims and earnestly solicits early allowance of the application.

Respectfully submitted,

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